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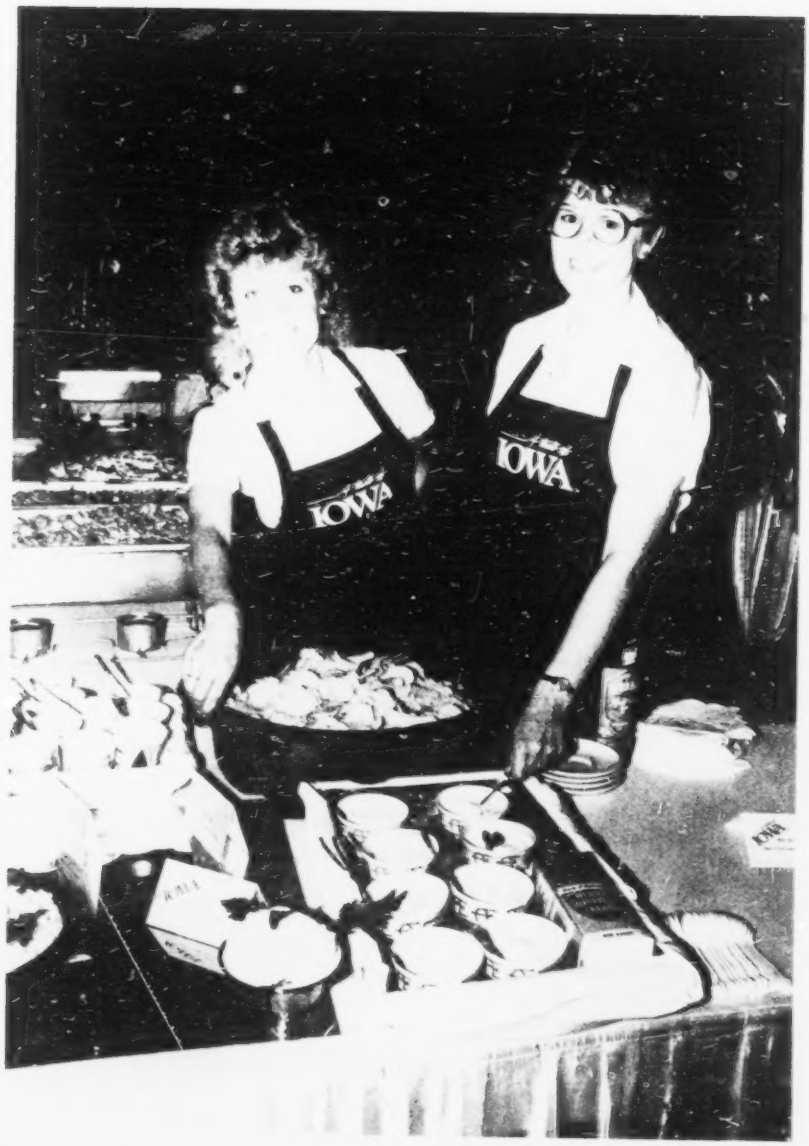
IOWA
DEVELOPMENT
COMMISSION

October 1984



announces Iowa expansion

Electronic Realty Associates will add 24 new ERA member-brokers in Iowa and a regional headquarters in West Des Moines in the next year. The company hopes to handle 25 percent of the real estate transactions in Iowa and to test the farm and land real estate market.

According to Paul Kaus, vice president of sales and marketing at ERA's corporate offices in Kansas City, "We've chosen Iowa as a showplace market because of its demographics and its location."

"Iowa has a good economic base and good industry growth with companies like Greyhound moving in and other expansion plans of Iowa-based corporations," Kaus added. "It's prudent to expand our market share."

ERA Mid-America Services Inc., the new master franchise holder for ERA Real Estate in central and eastern Iowa and part of Illinois and Missouri, has opened new headquarters in West Des Moines. The company will be contacting potential franchised brokers in Iowa in the next five to six weeks.

There are currently 20 ERA brokers in Iowa. With the expansion, the Iowa offices will represent about 3 percent of ERA's 3,000 offices in the United States and abroad.

ALL-STATES QUALITY FOODS, INC. launches new venture

All-States Quality Foods, Inc. will begin operations in a 12,000-square-foot former pizza factory in Charles City. The announcement was, according to the Charles City paper, "heralded as a much needed boost to the area, which has seen unemployment figures in double-digits for some time."

The company, headed by two former executives of Tony Downs Foods of Minnesota, will process poultry and red meats for wholesale distribution which will be USDA-approved for interstate sales.

People hired for jobs at the new plant will be screened and trained through various government-backed programs by North Iowa Area Community College in Mason City. Almost all of the 75 to 100 employees will be hired locally.

David King and Michael Walter, the owners of the new business, said they picked Charles City for three main reasons. "The facility is almost perfect. The labor force is excellent. And, it is a beautiful community."

products unlimited

moving to Guttenberg

Products Unlimited, Corp. of Sterling, Illinois, has announced plans to establish a branch plant in Guttenberg to manufacture heating and air conditioning controls and transformers. The company will hire 75 to 150 people in a new 18,000-square-foot facility to specifically make the blower assemblies for the Lennox Pulse furnaces. A critical factor in the location decision was the receipt of a $250,000 Iowa Community Development Loan.

P AND P TOOL CO., INC.

joins Products Unlimited in move to Guttenberg

P & P Tool Company, a supplier for Products Unlimited out of Morrison, Illinois, will initially lease 3,000-square-feet of Products Unlimited's new building, employing approximately 10 people. The manufacturer of injection molding anticipates moving into its own 10,000-square-foot facility as business increases.

THE BANKERS LIFE

breaks ground for $42 million building

Ground was broken for a new $42 million, 11-story office building in downtown Des Moines by The Bankers Life. The 420,000-square-foot addition to the insurance firm's home office complex is expected to be completed by the spring of 1986 and will house about 2,000 employees — 1,500 of whom will be newly hired, according to Bankers Life President James Taylor.

Bankers Life currently employs 3,300 persons in Des Moines, and the company anticipates an additional 3,000 employees will be needed by the 1990s because of increased sales of its individual and group insurance, annuities and pension fund administration services. The company has plans for a second phase for the new building that could total as much as 200,000-square-feet if the employment projections prove accurate.

expands Marion operation

Distinctive Packaging/Assemblers, headquartered in West Des Moines, announced plans to expand their Marion operation with the construction of a new 40,000-square-foot building in an industrial area of Marion. The current 30,000-square-foot facility will continue to house Distinctive Packaging, with Assemblers moving into the new building.

With the expansion, Assemblers, which currently employs 60 people, will add 40 new jobs, and according to Dave Canfield, vice president of the firm, Assemblers could add another 25 to 50 more people when they add another 50,000 to 60,000-square-feet to the new building.

Unique plan lures industry to Independence

Independence, a Northeast Iowa community of nearly 6,400, felt the effects when 14-months ago its major employer, Cudahy Specialty Foods/General Host, closed its plant, putting 105 employees out of work. When it became evident that the plant was not reopening, about 25 people, most of them laid-off Cudahy workers, decided to form a self-help organization called The Opportunity Group (TOG).

TOG, which has evolved into a multifaceted volunteer agency to assist unemployed workers, joined forces with the Independence Industrial Development Corporation, and with the cooperation of local banks, devised a unique plan to reopen the plant. TOG members agreed to take out individual loans of up to $3,000 to create an investment pool to use as an incentive to lure new owners.

With this in-hand, Tom Martin, president of the Development Corporation, began a search for a company with the management and marketing skills to set up a new corporation. And, he didn't have to search too far. Louis Sanboeuf of Independence and Paradise Valley, Arizona, who formerly owned the Independence plant and who owns meat packing companies in West Union and Vinton, became intrigued with the concept of employee ownership. After discussing the idea with his wife, Sanboeuf decided to provide the management expertise needed to get the company started again.

In late July, Sanboeuf purchased the plant, utilizing a unique financial package totaling $655,000. Each employee hired assumed loans for $3,000 — a total of $90,000 initially — using their share of the stock as collateral. Sanboeuf matched these funds and the city of Independence contributed a community development block grant of $175,000. In addition, a $150,000 state community development block grant, administered by OPP, is being used to lower the interest rate on the loans needed by the employees and Sanboeuf.

The final result is the Independence plant is now in production under the name of Iowa Ham Canning Inc., producing custom-packed hams and other meats for contracting companies. It is fifty percent owned by the employees and fifty percent by Iowa Ham Processors. The initial employment equals 30 workers, and the new owners hope to employ up to 100 workers in six to nine months.

Bob Krogman, president of TOG, summed it up best when he stated, "It kind of demonstrates what everyone can do working in the same direction."

A large crowd gathered in 90-degree heat in the parking lot of the vacant packing plant on July 20 to hear the announcement that the plant would be re-opened as Iowa Ham Canning Inc. Gov. Terry Branstad (at the podium) complimented the effort of the Independence community in recruiting the new industry.

Members of TOG marked the plant's re-opening with a celebration at the TOG Center after the press conference. Making a toast to the success were (left to right) Bob Krogman, president; Helena Mulvaney, vice president; John Raydoe and Bonnie Feldpouch of the area Dislocated Worker Center. (Photos provided by ***Independence Conservative****).*

Statistical Process Control comes to Iowa

American businesses and industries across the country are adopting and training personnel in a management philosophy that utilizes Statistical Process Control (SPC) methods to improve quality and productivity. Developed and advanced by Dr. W. Edwards Deming, a native Iowan, his 14-point theory of management stresses continual quality improvement by statistical testing at various stages of manufacturing and marketing. The major goal is productivity through efficiency and delivery of a product in which workers and management can take pride and which consumers will buy because they believe in it.

The Deming philosophy, credited with helping Post-War Japan develop the ability to produce low cost, high quality products, is best stated in an article published in the May issue of *The Dominion Business News*. Dr. Deming states, "This simple theory — that if you improve quality, you improve productivity, your costs will go down, your prices will go down. It is inevitable . . . By striving for constant improvement, work is better performed, less time is lost on mistakes and effort is consequently put to better use."

Dr. Deming's principles of management use SPC to improve quality in such a way that it reduces manufacturing costs. Unlike traditional quality control systems that use defect detection after product production, SPC prevents the manufacture of defective products since quality testing is an on-going, on-line process. Currently, between 15 and 40 percent of the cost of manufacturing any product is caused by the failure to make it right the first time.

SPC in Iowa

Since many companies are mandating their suppliers to adopt SPC methods of quality control, the Iowa Productivity Consortium was formed to put together a program to improve the quality and productivity of business and industry throughout the state. The Consortium as sponsors of a nationally-recognized training program, along with Ford Motor Company, TRW, Eaton Corporation, Hydromatic Division of General Motors and the Michigan Education Department, has put together the funding for a special 16-month training program to be offered by Iowa's community colleges.

At the first SPC training workshop held at the end of July in Marshalltown, Rick Sullivan (standing), quality control manager at Eaton Corporation in Marshall, Michigan, presents his materials to (seated, left to right) Dr. Michael Cleary, professor of management at Wright State University in Dayton, Ohio; Dale Braynard, manager of human resources for the Marketing Group of the IDC; and Mark Steinberg, SPC project director and director of research and development at Iowa Valley Community College.

Iowa's program, which is serving as a model for other states, is a partnership of industrial, educational and governmental agencies. Funding has come from a vocational education grant of $40,000 approved through the Department of Public Instruction and $50,000 from JTPA funds approved by OPP and administered through DPI. Iowa Valley Community College is hosting all of the training sessions, providing on-going liaison among the community colleges statewide and is acting as the fiscal agent for the program.

In making the announcement about the formation of the Consortium last May, Governor Terry Branstad stated, "It is vitally important that our vocational schools offer Iowa workers the training that industry needs to stay competitive in the marketplace."

The first SPC workshop was held at the end of July. This seminar provided training to a community college staff person and to an industrial quality control member from each of the 15 community college districts. According to Mark Steinberg, project director and director of research and

development at Iowa Valley Community College, "Each of the community colleges will begin, and some have already started, to offer regional SPC workshops to businesses in their areas. Later this fall, trainers will attend another seminar to upgrade their skills and receive updated video tapes and printed manuals."

Though several Iowa firms have hired SPC consultants to train their personnel, the program offered through the community colleges provides smaller industries and businesses with an affordable way to gain SPC training. "Since we are co-sponsors of the national program," states Dale Braynard, manager of the human resources section of the Marketing Group of the IDC, "we receive a 30 percent discount on all of the training materials. This alone is an important cost-savings for Iowa businesses."

The initial response to the SPC training program being offered by the community colleges has been very positive. "Most of the firms I've talked with," states Jim Reisdorfer, quality manager for Centralab and SPC instructor for Iowa Central Community College, "have been eager to join the program since they can understand that SPC provides them a total package — from management principles to data gathering techniques to problem solving analysis. It provides the 'how' to quality control."

And, SPC does work. According to Chris Adams, quality reliability engineer for Webster City Products and SPC instructor, the implementation of SPC management methods for the past year and one-half at the company's Jefferson plant contributed significantly to their recent expansion plans that will double the plant's production of transmissions used in laundry equipment. "SPC has reduced the number of major defects in our products, thus reducing scrap rates and production costs," he states.

Dr. Michael J. Cleary, professor of management at Wright State University at Dayton, Ohio, is serving as an SPC instructor and will be conducting another training the trainer workshop in Michigan this fall.

SPC and the IDC

The Iowa Development Commission, which co-sponsors the program through its human resources section of the Marketing Group, will continue to provide support and assistance in organizing and implementing the program statewide. As Braynard states, "We needed to have a state system for SPC training to retain the jobs in a number of Iowa industries that serve as suppliers to major industry. Now that the system is implemented, and the American Society for Quality Control has agreed to provide consultative assistance to individual firms to augment the training program, Iowa companies can use SPC to sustain their market position."

Jack Bailey, director of the IDC, states that the SPC training program provides another important benefit for economic development. "A number of corporations with whom we have visited during the Sell Iowa trips in Kansas City, Minneapolis and Chicago were pleased to learn that Iowa has a broad educational training program in SPC. Some of those firms have pursued SPC in-house; while others have felt the need to use SPC to sustain their competitiveness."

"I'm firmly convinced that the Iowa Development Commission, in cooperation with the other members of the Iowa Productivity Consortium, have put in place a unique program which will assist Iowa businesses to retain and expand their customer base, providing all of Iowa with another "competitive edge" in economic development."

A taste of IOWA™ — A big hit in Quad Cities

The nearly 300 guests at the Taste of Iowa show held at the River Center Exhibition Hall in Davenport on September 5 enjoyed elegantly prepared hor d'oeuvres prepared from ingredients provided by the participating companies.

Gov. Terry Branstad (left) greeted guests and toured the nearly 25 participants' exhibits. He is shown here talking with Mick Schmitz with Kraus Old Style Colony Winery in Middle Amana.

Alan Niedermeir (right), owner of Todd's Ltd. in Des Moines (processors of food seasonings and spices) felt the Taste of Iowa show is "an opportunity for Iowa manufacturers who are processing good quality Iowa products to get some exposure. As this program grows, we expect to be able to expand our market into other states."

Shirley Trayfler (right) of Harker's Inc. in Le Mars, meat processors, concurs with her associate, Verne Hathaway, that they believe the Taste of Iowa program enhances their company's image as a top-notch manufacturer and distributor. As Verne Hathaway (not pictured) states, "This show certainly gives us the opportunity to sell directly to customers that we are presently serving, as well as it gives us the opportunity to meet new customers and get new leads."

Donn Campbell (right), president of Maytag Dairy Farms in Newton, and his associate Dean Paschal (left) discuss their new white cheddar cheese with buyers during the Taste of Iowa show. Campbell, who participated in the first show held last November in Des Moines, stated that they participated in the Davenport show because "we felt that Eastern Iowa would be a good place to be represented. It's good exposure for our company."

Research & Development — the data base of the IDC

The IDC's marketing strategies in economic development, industrial trade, food processing and production, and tourism require a base of information for decision-making. The Research Group provides the key elements by assembling and providing those pieces of information for the other groups so that they can successfully accomplish their goals and objectives.

Members of the Research Group (left to right) are Ben Webb, Kim Van Eck, Doug Getter, Marcella Phillips and Nancy Landess. Allen Williams is also a member of the group, but was unavailable when this photo was taken.

Monitoring the competition

To provide a strong data-base structure for the agency, research has been compiling as much information as possible about Iowa's competition. As Doug Getter, group manager, states, "It is a marketing game, and you have to look at the same kind of marketing mix challenge as if we were a company such as Proctor & Gamble trying to sell a product. One of the key elements is to know who your competition is."

To do this, Ben Webb reviews publications from several states to get a pulse of what has happened or is happening within their economies, both in the business and legislative communities. This information is then analyzed for ways to enhance Iowa's competitive marketing thrust.

Economic development prospects

Historically, the agency has tried to generate prospects through an "ad-response" mechanism system, rather than a direct approach, highlighting those sales points that would interest a particular prospect. Research is currently in the process of developing a system for a direct approach to potential prospects.

Under the direction of Allen Williams, the Research Group is working on a pilot project with 2,300 companies in the United States that have a certain threshold in terms of sales and employment, as well as represent eight particular industrial or business groups, that show a reasonable rate of growth. As this project matures and progresses, the information provided can be used as the focal point in designing the marketing thrust to potential prospects. According to Getter, "Our hope is to get a greater return on the limited resources that are provided for promotion/advertising our economic development mission."

Assisting Iowa communities

An integral part of the overall mission of the IDC is assisting communities in selling themselves to potential prospects. Though the majority of these efforts are directed by the IDC's Community Resources Group, there is a data element that is the direct responsibility of the Research Group, mainly Kim Van Eck.

Two important information pieces — the Community Quick Reference and Available Buildings — present factual community data. The Community Quick Reference, which needs to be updated annually by the community, provides potential prospects with information such as population, educational facilities, municipal services, tax structure, labor force and commercial/industrial services. This pamphlet may be the first insight a prospect will have about a particular Iowa community.

The Research Group also attempts to maintain a working base of available building information for potential prospects. These pamphelts depict site plan, building plan and specifications and location, as well as pertinent information about utility services and transportation.

Ultimately, the goal of the Research Group is to refine this process to the point that it can be placed on a national data base for site location. This service will be provided to a potential prospect, enabling the prospect to access the system for information on the

continued on page 10

Iowa Ag & Business Indicators

Compiled by the Iowa Development Commission

Labor Demand and Supply[1] — June, 1984

Service Areas	Individual Placements	New Applicants & Renewals	Service Areas	Individual Placements	New Applicants & Renewals
Ames	199	1,074	Iowa City	233	1,834
Atlantic	225	389	Keokuk	45	319
Burlington	329	1,084	Marshalltown	99	490
Carroll	203	834	Mason City	297	854
Cedar Rapids	544	1,793	Muscatine	118	417
Centerville	121	261	Newton	115	414
Charles City	61	351	Oskaloosa	51	355
Clinton	208	774	Ottumwa	124	822
Council Bluffs	369	2,009	Sheldon	59	208
Creston	75	477	Shenandoah	145	665
Davenport	388	1,869	Sioux City	754	1,995
Des Moines	1,262	3,506	Spencer	113	532
Dubuque	298	1,566	Storm Lake	62	224
Fairfield	15	177	Waterloo	412	2,106
Fort Dodge	260	1,213	Webster City	62	411
Fort Madison	69	283			
			Statewide	7,381	27,490

[1]All new applicants and job openings listed with Iowa Department of Job Service

U.S. Consumer Price Index

	June 1984	June 1983
All Urban Consumers (1967 = 100)	310.7	298.1

U.S. Composite Construction Cost Index

	April 1984	April 1983
U.S. Composite Construction Cost Index (1977 = 100)	161.9	156.8

Business Data

	6/84	6/83	6 mos. 84	6 mos. 83
New Car Registrations	7,746	8,785	46,792	44,832
Iowa Savings & Loan ($000,000)				
Total Loans Closed	80.8	71.1	334.1	208.4
Savings	58.4	68.5	160.1	561.2
Work Force (000)	1,401.1	1,408.1	1,351.6	1,359.7
Unemployment	62.9	81.0	74.2	97.2
Rate (% of work force)	4.5	5.8	5.5	7.2
Employment	1,338.2	1,327.1	1,277.5	1,262.5

Value of New Dwellings[1] ($000)

	7/84	7/83	7 mos. 84	7 mos. 83
Ames	$ 950.0	$ 450.0	$ 1,955.0	$ 1,812.0
Bettendorf	611.3	632.1	5,231.6	3,528.7
Burlington	65.0	238.0	941.0	948.7
Cedar Falls	62.8	42.8	1,270.9	867.1
Cedar Rapids	307.5	85.8	2,415.7	976.2
Clinton	0	111.0	280.0	482.5
Council Bluffs	739.9	276.1	4,578.4	1,347.5
Davenport	1,200.3	946.0	5,646.5	4,596.0
Des Moines	1,693.4	400.6	22,138.3	3,520.5
Dubuque	379.2	271.8	1,259.7	692.5
Fort Dodge	3,375.8	198.0	4,233.5	864.3
Iowa City	688.2	2,637.6	13,587.5	22,013.5
Keokuk	0	49.0	371.0	246.0
Marion	97.7	107.8	942.3	544.2
Marshalltown	51.0	0	423.0	237.0
Mason City	1,247.0	525.9	3,045.8	1,584.1
Muscatine	80.0	107.0	990.0	3,015.6
Newton	70.5	175.0	235.8	175.0
Ottumwa	40.0	0	229.0	445.0
Sioux City	170.0	353.7	1,391.9	1,101.2
Urbandale	1,241.9	720.4	10,797.3	3,584.8
Waterloo	189.2	125.0	970.7	1,355.5
W. Des Moines	3,385.9	1,997.8	10,509.6	9,331.8
Total	**$ 16,646.6**	**$ 10,451.4**	**$ 93,444.5**	**$ 63,269.7**

[1]Single, two-family and multiple residential dwellings, based on housing permits issued.

Farm Retail Price Spreads

	June 1984	June 1983
Beef, Choice:		
Retail price (cts./lb.)	239.7	244.1
Net carcass value (cts.)	144.4	152.0
Net farm value (cts.)	136.7	143.3
Farm-retail spread (cts.)	103.0	100.8
Pork:		
Retail price (cts./lb.)	159.9	168.2
Wholesale Value (cts.)	110.8	105.8
Net farm value (cts.)	80.0	73.1
Farm-retail spread (cts.)	79.9	95.1
Dairy Products:		
Retail cost (1967 = 100)	251.7	249.8
Farm value (1967 = 100)	252.9	258.1
Farm-retail spread (1967 = 100)	150.6	242.5
Eggs:		
Retail cost (1967 = 100)	185.8	173.8
Farm value (1967 = 100)	192.8	191.4
Farm-retail spread (1967 = 100)	175.7	148.4

Personal Income Quarterly Periods

	1984 I	1983 I
Personal Income ($000,000)	36,566	30,722

Stock Index

	Iowa*	Dow Jones Industrial
May, 1984	194.32	1,104.85
June, 1984	197.80	1,132.40
July, 1984	190.52	1,115.28

*Robert C. Westlund, Piper, Jaffray & Hopwood, Inc. (1967 = 100)

Average Price Received by Farmers

	7/84	6/84	7/83
Corn, bu.	$ 3.25	$ 3.25	$ 3.03
Soybeans, bu.	6.72	7.98	6.22
Oats, bu.	1.85	2.04	1.59
Hogs, cwt.	51.50	48.30	42.90
Beef cattle, cwt.	60.00	57.80	57.20
Calves	57.80	59.60	58.00
Milk (whls), cwt.	12.40	12.50	12.90
Sheep, cwt.	15.40	14.00	17.00
Lambs, cwt.	63.10	60.70	51.50
Eggs (market), doz.	43	44	39
All hay, ton baled	63.00	76.00	54.00
Turkeys, lb.	44	41	35

Average Price Paid by Farmers

	7/15/84	7/15/83
Beef cattle concentrated, 32-36%	$ 12.40	$ 13.10
Hog feed, 38-42% protein	13.90	15.00
Soybean meal, 44% protein	11.00	12.50
Dairy feed, 16% protein	191.00	192.00
Poultry feed, layer ration	215.00	188.00

Commodity Feed Price Ratios

	7/15/84	7/15/83
Hog — corn[1]	15.8	14.2
Beef cattle — corn[1]	18.5	18.9
Egg — feed[2]	4.5	4.5
Milk — feed[3]	1.30	1.34

[1]Bushels of corn equal in value to 100 lbs. of hog or cattle liveweight.
[2]Pounds of laying feed equal in value to 12 eggs.
[3]Pounds of concentrate ration equal in value to 1 lb. of wholesale milk.

legislative climate in a particular state; determine contacts in a particular state; and some of the community and availability information in an effort to trigger inquiries.

Support services for tourism

During the past three years, the Visitors and Tourism Section of the IDC's Marketing Group has been working to provide assistance to the state's tourism industry. Research's role in the process has been, and continues to be, to monitor and provide statistical information on the impact that tourism and travel may have on the state. The primary source for this information is the Welcome Center Survey. Under the direction of Nancy Landess, more than 1,200 interviews are annually conducted during the summer season. From these interviews, information is obtained about the traveler's point of origin, trip destination, average travel party size and the average daily spending per party.

"This information gives us a pretty good base of at least the traveling public that uses the interstate highway system," states Getter.

This year, the Research Group has contacted other travel information sources operated by various communities, and several of these are conducting the same survey as used by the Welcome Centers. This information will provide the tourism group with another perspective on travelers to our state.

In addition, research is attempting to establish a network of tourist attractions that maintain some type of mechanism on the number of visitations. With their cooperation, monthly reports could be assessed as to what the tourism public is looking for, as well as how it compares to a relatively previous period. This information, combined with the survey information, should help define the tourism market in the state.

Research publications

In addition to providing support, the Research Group compiles two major directories of information — *The Directory of Iowa Manufacturers* and the *Statistical Profile of Iowa*.

The *Manufacturers Directory* is a census of Iowa manufacturers that is updated every two years. It outlines the companies in Iowa; the type(s) of product(s) manufactured; employment size; and some contact information. This directory is available for a small fee from the Research Group.

The *Statistical Profile* provides data compiled from a multitude of sources on the state itself, surrounding states, as well as some county and community information. This directory has proven to be a useful economic development tool since it gives a prospect a wide spectrum of information about the state of Iowa without having to go to several different sources.

Correction

In the May 1984 *Digest* article entitled "Small Business Division — the voice of Iowa entrepreneurs," it stated "Nearly 70,000 Iowa businesses meet this criteria (for classification as a small business) and as such, serve as the state's largest employer category, employing approximately 75 percent of the state's work force." Technically, this information is incorrect.

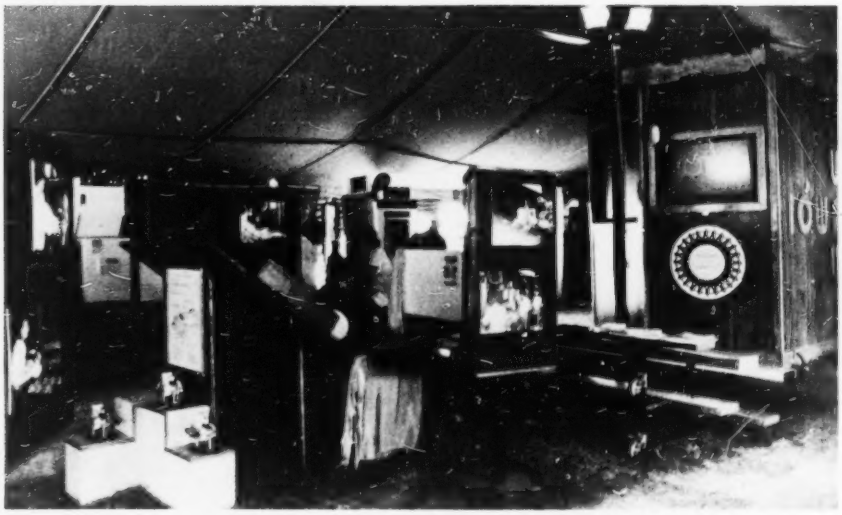
As the chart below indicates, large business establishments, those employing 100 or more, employ 37.3 percent of the total Iowa workforce, while those business establishments with less than 20 employees, classifying them as a small business, employ 34 percent of the total number of employees.

Workforce and Business Establishment Changes 1980 vs. 1982

Employ Size Class	1980 No. Establishments by Employee Size Class	1982 No. Establishments by Employee Size Class	1980 No. Employees by Employment Size Class	1982 No. Employees by Employment Size Class
Total	66,904	65,546	886,373	834,966
1- 4	37,114	36,616	75,383	76,249
5- 9	13,789	13,890	76,494	96,158
10- 19	8,387	8,046	118,029	111,815
20- 49	4,991	4,571	154,690	141,051
50- 99	1,570	1,440	110,054	98,425
100-249	724	688	109,422	101,923
250-499	189	165	63,717	57,471
500-999	90	87	62,889	61,128
1,000 +	50	43	115,695	90,746

Source: *County Business Patterns - Iowa, 1980 & 1982*
U.S. Department of Commerce, Bureau of the Census

"Partners in Productivity" exhibit highlights Iowa products



Thirty-three Iowa manufacturing companies joined forces with the 52 Iowa locals of the United Auto Workers (UAW) to create an award-winning display of Iowa manufactured products at the 1984 Iowa State Fair. "The theme," stated Chuck Gifford, president of the UAW Community Action Program Council, "was the outgrowth of a cooperative effort by the UAW and management to recognize employee productivity and the quality of Iowa companies.

The display, visited by more than 10,000 fair attendees, created awareness of the variety of products produced in the state. According to Winnie King, president of UAW Local 1672 in Des Moines and a quality control inspector for EMCO Specialties, "People kept expressing their amazement at the different types of products displayed, as were some of the manufacturers. One company discovered an Iowa-based company that produces the same product which they have been purchasing from an out-of-state supplier. So, this display has not only helped the public become aware of Iowa products, but it has also created awareness among the manufacturers themselves."

Manufacturers that participated in the UAW-sponsored exhibit this year include Fruehauf Trailers of Cedar Rapids; John Deere of Waterloo, Dubuque and Ankeny; Sheaffer Pens of Fort Madison; Maytag Company of Newton; Caterpillar Tractor of Burlington and Bettendorf; Shield-Bantam industrial equipment of Waverly; H&H Tool of Cedar Falls; Champion Spark Plugs of Burlington; Donaldson's Mufflers of Grinnell; Lennox Industries of Marshalltown; Sears Manufacturing (tractor and truck seats) of Davenport; GM Carburetor Division of Sioux City; AMF of Jefferson; Western International of Des Moines; Miracle Equipment Company of Grinnell; J I Case Company of Burlington; Schoitz Engineering of Waterloo; Koehring-Bantam of Waverly; Farmhand of Grinnell; Ritchie Industries of Conrad; ERTL of Dyersville; Rochester Products of Sioux City; ESB (Exide) of Burlington; EMCO Specialties of Des Moines; Lefebure of Cedar Rapids; Cherry-Burrell of Cedar Rapids; Cooper of Marshalltown; Walsh of Charles City; Fisher Controls of Marshalltown; Thombert of Newton; Newton Foundry; Winpower of Newton; and Vernon Advertising Specialties of Newton.

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Live! From Ames!

It's Iowa Community Betterment Recognition Day!!!

Tune-in WOI-TV or the Iowa Cable Network on Saturday, October 27, at 6:30 p.m. for the live presentation of the Iowa Community Betterment Recognition Day Awards.

Join us as we pay tribute to those hard-working volunteers whose community improvement projects have been judged as "The Tops." Mark your calendar for Saturday, October 27, at 6:30 p.m. and tune-in the Iowa Community Betterment Recognition Day Awards!